

## 11-sentence style paragraph: Student Sample from 8<sup>th</sup> grade

Nearly every advertisement that targets children uses three major strategies in order to hook, line, and sink its viewers. The first weapon in the TV producer's arsenal can only be categorized as the well thought out and executed use of excitement. Without the exhilaration that comes from excitement, there would be no way "hook" the viewer. The use of excitement plays to the high energy way of life that most children have grown accustomed to, and by doing this the children become absorbed in what they see on that little brain box called TV. However, once they have the child's initial attention, the producers have to find a way to maintain it, and this is where the imagination of children's commercials comes into play. Kids love to make believe and, by using imagination, the Mind Molders (a.k.a TV producers) create worlds of magic and wonder, worlds that always somehow connect with product. With the help of imagination, these magical worlds spring to life and make children genuinely happy. It does not matter how young or old the viewer may be, if an advertisement makes him happy, the product is on the right track. Finally though, every great child's commercial cannot be without a hero. After the ad has ended, the producers must ensure that the child remembers the product and all that he has just seen. By employing the use of a hero, the producers put a face to their product, giving the child something by which to remember them. The hero also constitutes a resale commodity because he/she gives the child someone to look up to, a role model of sorts. If producers expend even a little effort and foster that loyalty, they can count on a fair amount of return business. Clearly, the Mind Molders can be both cunning and swift, and if people do not exercise caution, their children may fall victim to these seemingly harmless TV ads and live their lives seeking that which cannot be found from within them.

**BLUE** = Topic Sentence = TS (one sentence only)

**GREEN** = 3 major points = A, B, C (directly prove topic sentence)

**PURPLE** = 2 or more supporting statements = 1, 2 (directly prove/discuss each point)

**YELLOW** = Concluding sentence = CS (one sentence only)

**RED** = Transition words or phrases (hint: use a variety, be logical)